

Contents

This survey is based on 4026 interviews conducted by YouGov on the internet of registered voters. The survey was fielded by YouGov Blue from 2020-08-28 to 2020-09-06, and weighted according to gender, age, race, education, region, and past presidential vote based on registered voters in the November 2016 Current Population Survey, conducted by the U.S. Bureau of the Census. The weights range from 0.13 to 3.59 with a mean of 1 and a standard deviation of 0.43.

Variable name: inputstate

Full text: What is your State of Residence?

Response	Value
Alabama	1
Alaska	2
Arizona	4
Arkansas	5
California	6
Colorado	8
Connecticut	9
Delaware	10
District of Columbia	11
Florida	12
Georgia	13
Hawaii	15
Idaho	16
Illinois	17
Indiana	18
Iowa	19
Kansas	20
Kentucky	21
Louisiana	22
Maine	23
Maryland	24
Massachusetts	25
Michigan	26
Minnesota	27
Mississippi	28
Missouri	29
Montana	30
Nebraska	31
Nevada	32
New Hampshire	33
New Jersey	34
New Mexico	35
New York	36
North Carolina	37

Response	Value
North Dakota	38
Ohio	39
Oklahoma	40
Oregon	41
Pennsylvania	42
Rhode Island	44
South Carolina	45
South Dakota	46
Tennessee	47
Texas	48
Utah	49
Vermont	50
Virginia	51
Washington	53
West Virginia	54
Wisconsin	55
Wyoming	56
American Samoa	60
Federated States of Micronesia	64
Guam	66
Marshall Islands	68
Northern Mariana Islands	69
Palau	70
Puerto Rico	72
U.S. Minor Outlying Islands	74
Virgin Islands	78
Alberta	81
British Columbia	82
Manitoba	83
New Brunswick	84
Newfoundland	85
Northwest Territories	86
Nova Scotia	87
Nunavut	88
Ontario	89
Prince Edward Island	90
Quebec	91
Saskatchewan	92
Yukon Territory	93
Not in the U.S. or Canada	99

Variable name: res_region

Full text: US Region - Residence

Response	Value
Northeast	1
Midwest	2
South	3
West	4
Not in the 50 U.S. states	99

Variable name: res_division

Full text: US Census Division - Residence

Response	Value
New England	1
Middle Atlantic	2
East North Central	3
West North Central	4
South Atlantic	5
East South Central	6
West South Central	7
Mountain	8
Pacific	9
Not in the 50 U.S. states	99

Variable name: votereg

Full text: Are you registered to vote?

Response	Value
Yes	1
No	2
Don't know	3

Variable name: inputregstate

Full text: In what state are you registered to vote?

Response	Value
Alabama	1
Alaska	2
Arizona	4
Arkansas	5
California	6
Colorado	8
Connecticut	9
Delaware	10
District of Columbia	11
Florida	12

Response	Value
Georgia	13
Hawaii	15
Idaho	16
Illinois	17
Indiana	18
Iowa	19
Kansas	20
Kentucky	21
Louisiana	22
Maine	23
Maryland	24
Massachusetts	25
Michigan	26
Minnesota	27
Mississippi	28
Missouri	29
Montana	30
Nebraska	31
Nevada	32
New Hampshire	33
New Jersey	34
New Mexico	35
New York	36
North Carolina	37
North Dakota	38
Ohio	39
Oklahoma	40
Oregon	41
Pennsylvania	42
Rhode Island	44
South Carolina	45
South Dakota	46
Tennessee	47
Texas	48
Utah	49
Vermont	50
Virginia	51
Washington	53
West Virginia	54
Wisconsin	55
Wyoming	56
American Samoa	60
Federated States of Micronesia	64
Guam	66

Response	Value
Marshall Islands	68
Northern Mariana Islands	69
Palau	70
Puerto Rico	72
U.S. Minor Outlying Islands	74
Virgin Islands	78
Alberta	81
British Columbia	82
Manitoba	83
New Brunswick	84
Newfoundland	85
Northwest Territories	86
Nova Scotia	87
Nunavut	88
Ontario	89
Prince Edward Island	90
Quebec	91
Saskatchewan	92
Yukon Territory	93
Not in the U.S. or Canada	99

Variable name: reg_region

Full text: US Region - Registered to vote

Response	Value
Northeast	1
Midwest	2
South	3
West	4
Not in the 50 U.S. states	99

Variable name: reg_division

Full text: US Census Division - Registered to vote

Response	Value
New England	1
Middle Atlantic	2
East North Central	3
West North Central	4
South Atlantic	5
East South Central	6
West South Central	7
Mountain	8
Pacific	9

Response	Value
Not in the 50 U.S. states	99

Variable name: birthyr

Full text: In what year were you born?

Summary	Value
Min.	1928
1st Qu.	1955
Median	1967
Mean	1968
3rd Qu.	1981
Max.	2002
SD	16.17

Variable name: age5

Full text: What is your age?

Response	Value
18-29	1
30-44	2
45-54	3
55-64	4
65+	5

Variable name: gender

Full text: Are you...?

Response	Value
Male	1
Female	2

Variable name: educ

Full text: What is the highest level of education you have completed?

Response	Value
No HS	1
High school graduate	2
Some college	3
2-year	4
4-year	5
Post-grad	6

Variable name: educ4

Full text: What is the highest level of education you have completed?

Response	Value
High school or less	1
Some college	2
College grad	3
Postgrad	4

Variable name: educ2

Full text: What is the highest level of education you have completed?

Response	Value
Less than college	1
College	2

Variable name: race

Full text: What racial or ethnic group best describes you?

Response	Value
White	1
Black	2
Hispanic	3
Asian	4
Native American	5
Two or more races	6
Other	7
Middle Eastern	8

Variable name: race_t

Full text: What racial or ethnic group best describes you?

Summary
Variable is an open response or text variable

Variable name: race4

Full text: What racial or ethnic group best describes you?

Response	Value
White	1
Black	2
Hispanic	3
Other	4

Variable name: race3

Full text: What racial or ethnic group best describes you?

Response	Value
White/other	1
Black	2
Hispanic	3

Variable name: race2

Full text: What racial or ethnic group best describes you?

Response	Value
White	1
Non-white	2

Variable name: hispanic

Full text: Are you of Spanish, Latino, or Hispanic origin or descent?

Response	Value
Yes	1
No	2

Variable name: pid3

Full text: Generally speaking, do you think of yourself as a ... ?

Response	Value
Democrat	1
Republican	2
Independent	3
Other	4
Not sure	5

Variable name: pid3_t

Full text:

Summary

Variable is an open response or text variable

Variable name: pid7

Full text: Generally speaking, do you think of yourself as a ... ?

Response	Value
Strong Democrat	1
Not very strong Democrat	2
Lean Democrat	3

Response	Value
Independent	4
Lean Republican	5
Not very strong Republican	6
Strong Republican	7
Not sure	8

Variable name: pid6

Full text: Generally speaking, do you think of yourself as a ... ?

Response	Value
Strong Democrat	1
Not very strong Democrat	2
Lean Democrat	3
Lean Republican	5
Not very strong Republican	6
Strong Republican	7

Variable name: pid6_push

Full text: We recognize that you are \$pid7. But if you had to choose, which of the two parties do you feel closer to, even if only slightly?

Response	Value
The Democratic Party	1
The Republican Party	2

Variable name: turnout16

Full text: Did you vote in the election on Tuesday, November 8, 2016?

Response	Value
Yes	1
No	2

Variable name: presvote16post

Full text: Who did you vote for in the election for President in 2016?

Response	Value
Hillary Clinton	1
Donald Trump	2
Gary Johnson	3
Jill Stein	4
Evan McMullin	5
Other	6
Did not vote for President	7

Variable name: presvote16post_t

Full text: Who did you vote for in the election for President?

Summary

Variable is an open response or text variable

Variable name: pid3_condensed

Full text: Party ID (3 category)

Response	Value
Democrat	1
Republican	2
Independent/Other	3

Variable name: pid7_with_leaners

Full text: Party ID (3 category, leaners with their parties)

Response	Value
Democrat	1
Republican	2
Independent	3

Variable name: socialmedia_accounts

Full text: What type(s) of social media do you use (if any)?

Alias	Name
socialmedia_accounts_1	Facebook
socialmedia_accounts_2	Twitter
socialmedia_accounts_3	Snapchat
socialmedia_accounts_4	Instagram
socialmedia_accounts_5	WhatsApp
socialmedia_accounts_6	Other

Response	Value
selected	1
not selected	2

Variable name: socialmedia_accounts_t

Full text:

Summary

Variable is an open response or text variable

Variable name: adtest_split

Full text: Creatives Testing: Assignment (Screen only shown in testing mode)

Response	Value
Condition Accuracy: "90% of people think its important to only share accurate content"	1
Condition PSA: PSA	2
Condition Headlines: Single Headline (need to randomly select 1 creative to show them)	3
Condition Control: Respondents Don't See Anything	4

Variable name: headline_shown

Full text: What headline was randomly shown to respondents in the headlines condition?

Response	Value
headline 1: snowden	1
headline 2: microwave	2
headline 3: seinfeld	3
headline 4: WomanCharged	4
headline 5: YouTuber	5

Variable name: accuracy_resp

Full text: Do you believe that it's important to think about whether a news article is true or false before sharing it on social media

Response	Value
Yes	1
No	2

Variable name: accuracy_popup_yes

Full text:

Response	Value
Close this window	1

Variable name: accuracy_popup_no

Full text:

Response	Value
Close this window	1

Variable name: headfeedback_split

Full text: Assignment To Whether Respondents See Feedback On Headlines (only shown in testing):

Response	Value
Assigned to see feedback on their headlines responses	1
Assigned to NOTsee feedback on their headlines responses	2

Variable name: p1_head

Full text: Do you think this news story is true or false?

Response	Value
True	1
False	2

Variable name: p2_head

Full text: Do you think this news story is true or false?

Response	Value
True	1
False	2

Variable name: p3_head

Full text: Do you think this news story is true or false?

Response	Value
True	1
False	2

Variable name: p4_head

Full text: Do you think this news story is true or false?

Response	Value
True	1
False	2

Variable name: p5_head

Full text: Do you think this news story is true or false?

Response	Value
True	1
False	2

Variable name: FAKEDEM1

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM2

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM3

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM4

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM5

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM6

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM7

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM8

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM9

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM10

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM11

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM12

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM13

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM14

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEDEM15

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM1

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM2

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM3

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM4

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM5

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM6

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM7

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM8

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM9

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM10

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM11

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM12

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM13

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM14

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALDEM15

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP1

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP2

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP3

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP4

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP5

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP6

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP7

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP8

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP9

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP10

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP11

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP12

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP13

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP14

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKEREP15

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP1

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP2

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP3

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP4

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP5

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP6

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP7

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP9

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP10

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP11

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP12

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP13

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP14

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALREP15

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID1

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID2

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID3

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID4

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID5

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID6

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID7

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID8

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID9

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID10

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID11

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID12

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID13

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID14

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID15

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID16

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID17

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID18

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID19

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: FAKECOVID20

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID1

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID2

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID3

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID4

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID5

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID6

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID7

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID8

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID9

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID10

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID11

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID12

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID13

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID14

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID15

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID16

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID17

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID18

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID19

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: REALCOVID20

Full text: If you were to see the above post on Facebook, how likely would you be to share it?

Response	Value
Extremely unlikely	1
Moderately unlikely	2
Slightly unlikely	3
Slightly likely	4
Moderately likely	5
Extremely likely	6

Variable name: newsint

Full text: Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs. . .

Response	Value
Most of the time	1
Some of the time	2
Only now and then	3
Hardly at all	4
Don't know	7

Variable name: share_accurate

Full text: How important is it to you that you only share news articles on social media (such as Facebook and Twitter) if they are accurate?

Response	Value
Not at all important	1
Slightly important	2
Moderately important	3
Very important	4
Extremely important	5

Variable name: critical_news

Full text: Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?

Response	Value
Criticism from news organizations keeps political leaders from doing their job	1
Criticism from news organizations keeps political leaders from doing things that should not be done	2

Variable name: biased_news

Full text: In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

Response	Value
News organizations tend to deal fairly with all sides.	1
News organizations tend to favor one side.	2

Variable name: trust_news

Full text: To what extent do you trust the information that comes from the following?

Alias	Name
trust_news_nat	National News Organizations
trust_news_loc	Local News Organizations
trust_news_fam	Friends And Family
trust_news_soc	Social Media (Facebook, Twitter)

Response	Value
None at all	1
A little	2
A moderate amount	3
A lot	4
A great deal	5

Variable name: fb_use

Full text: How frequently do you use Facebook?

Response	Value
Never	1
Once a month	2
Once a week	3
2-6 times a week	4
Daily	5

Variable name: fb_share_political

Full text: Would you ever consider sharing something political on Facebook?

Response	Value
Yes	1
No	2
I don't use Facebook	3

Variable name: fbdecisions

Full text: How are the decisions about what stories to show people on Facebook made?

Response	Value
At random	1
By editors and journalists that work for news outlets	2
By editors and journalists that work for Facebook	3
By computer analysis of what stories might interest you	4
I don't know	5

Variable name: fbdecisions_push

Full text: If you had to guess, which of the other answers would you pick?

Response	Value
At random	1
By editors and journalists that work for news outlets	2
By editors and journalists that work for Facebook	3
By computer analysis of what stories might interest you	4

Variable name: voteintent20

Full text: Next November, there will be U.S. elections for president, Congress, and other offices. Will you...

Response	Value
Definitely vote	1
Probably vote	2
Maybe vote	3
Probably not vote	4
Definitely not vote	5

Variable name: general20_enthus

Full text: Thinking about the November 2020 elections, how enthusiastic would you say you are about voting? Zero means you're not at all enthusiastic about voting, and ten means you're extremely enthusiastic about voting.

Response	Value
0 - Not at all enthusiastic	0
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - Extremely enthusiastic	10

Variable name: votemeth20

Full text: How do you plan on voting in the 2020 general election?

Response	Value
In person on election day	1
In person before the election	2
By mail	3

Variable name: presvote20_decided

Full text: If the November 2020 election were being held tomorrow and the candidates were \$biden_text, for whom would you vote?

Response	Value
Democrat Joe Biden	1
Republican Donald Trump	3
Independent candidate	5
Other candidate	7
Undecided	9

Variable name: presvote20_decided_t

Full text:

Summary

Variable is an open response or text variable

Variable name: presvote20_lean

Full text: Even though you are undecided, toward whom would you lean?

Response	Value
Lean Democrat Joe Biden	2
Lean Republican Donald Trump	4
Lean Independent candidate	6
Lean other candidate	8
Undecided	9

Variable name: presvote20_lean_t

Full text:

Summary

Variable is an open response or text variable

Variable name: presvote20

Full text: Biden vs Trump

Response	Value
Democrat Joe Biden	1
Lean Democrat Joe Biden	2
Republican Donald Trump	3
Lean Republican Donald Trump	4
Independent candidate	5
Lean Independent candidate	6
Other candidate	7
Lean other candidate	8
Undecided	9

Variable name: chaos_grid

Full text: Do you [agree or disagree] with the following statement?

Alias	Name
chaos_1	I get a kick when natural disasters strike in foreign countries
chaos_2	I fantasize about a natural disaster wiping out most of humanity such that a small group of people can start all over
chaos_3	I think society should be burned to the ground

Alias	Name
chaos_4	When I think about our political and social institutions, I cannot help thinking just let them all burn
chaos_5	We cannot fix the problems in our social institutions, we need to tear them down and start over
chaos_6	I need chaos around me - it is too boring if nothing is going on
chaos_7	Sometimes I just feel like destroying beautiful things
chaos_8	There is no right and wrong in the world

Response	Value
Strongly disagree	1
Disagree	2
Somewhat disagree	3
Neither agree nor disagree	4
Somewhat agree	5
Agree	6
Strongly agree	7

Variable name: trump_nyt_grid

Full text: Do you [agree or disagree] with the following statement?

Alias	Name
trump_nyt_grid_1	I think it's a good thing when Donald Trump says things that get liberals and Democrats angry or upset
trump_nyt_grid_2	I think it's a good thing when Donald Trump says things that get moderates and Independents angry or upset

Response	Value
Strongly disagree	1
Disagree	2
Somewhat disagree	3
Neither agree nor disagree	4
Somewhat agree	5
Agree	6
Strongly agree	7

Variable name: track

Full text: Would you say things in this country today are . . .

Response	Value
Generally headed in the right direction	1
Off on the wrong track	2
Not sure	3

Variable name: app_dtrmp

Full text: Do you approve or disapprove of the way Donald Trump is handling his job as President?

Response	Value
Strongly approve	1
Somewhat approve	2
Somewhat disapprove	3
Strongly disapprove	4
Not sure	5

Variable name: e14_presvote12

Full text: Which candidate did you vote for in the 2012 Presidential election?

Response	Value
Barack Obama	1
Mitt Romney	2
Other candidate	3
I did not vote	4

Variable name: e14_presvote12_t

Full text: Who did you vote for in the election for President?

Summary
Variable is an open response or text variable

Variable name: ideo5

Full text: In general, how would you describe your own political viewpoint?

Response	Value
Very liberal	1
Liberal	2
Moderate	3
Conservative	4
Very conservative	5
Not sure	6

Variable name: ideo3

Full text: Ideology (3 category)

Response	Value
Liberal/Very Liberal	1
Moderate	2
Conservative/Very conservative	3

Variable name: pp18_polactions

Full text: Some people participate in politics in various ways other than voting, while others do not. Which of the following, if any, have you done in the last 6 months? (Check all that apply)

Alias	Name
pp18_polactions_1	Volunteered for a candidate, political party, or other political organization
pp18_polactions_2	Attended a rally or protest
pp18_polactions_3	Called or wrote to an elected official
pp18_polactions_4	Attended a town hall held by an elected official
pp18_polactions_5	Posted about politics on social media
pp18_polactions_6	Made a donation to a candidate, party, or other political organization
pp18_polactions_7	Other
pp18_polactions_8	I have not done any of the above

Response	Value
selected	1
not selected	2

Variable name: pp18_polactions_t

Full text: Some people participate in politics in various ways other than voting, while others do not. Which of the following, if any, have you done in the last 6 months? (Check all that apply)

Summary

Variable is an open response or text variable

Variable name: SOURCES

Full text: In the past week, did you get news from any of the following sources? Please select all that apply:

Alias	Name
SOURCES_1	CNN
SOURCES_2	Fox News
SOURCES_3	MSNBC
SOURCES_4	Other Cable News TV Networks
SOURCES_5	Local TV News
SOURCES_6	National nightly network TV news

Alias	Name
SOURCES_7	News websites or apps
SOURCES_8	Your local daily print newspaper
SOURCES_9	National print newspapers
SOURCES_10	News on the radio
SOURCES_11	Late night comedy shows
SOURCES_12	Facebook
SOURCES_13	Twitter
SOURCES_14	Reddit
SOURCES_15	YouTube
SOURCES_18	Podcasts
SOURCES_16	Other social media such as LinkedIn, Instagram, or Snapchat
SOURCES_17	None of these

Response	Value
selected	1
not selected	2

Variable name: urbancity

Full text: How would you describe the place where you live?

Response	Value
City	1
Suburb	2
Town	3
Rural area	4
Other	5

Variable name: urbancity_t

Full text: How would you describe the place where you live?

Summary
Variable is an open response or text variable

Variable name: urbancity3

Full text: Combined 'city,' 'suburb/town,' 'rural area/other' classification

Response	Value
Urban	1
Suburban	2
Rural	3

Variable name: faminc_new

Full text: Thinking back over the last year, what was your family's annual income?

Response	Value
Less than \$10,000	1
\$10,000 - \$19,999	2
\$20,000 - \$29,999	3
\$30,000 - \$39,999	4
\$40,000 - \$49,999	5
\$50,000 - \$59,999	6
\$60,000 - \$69,999	7
\$70,000 - \$79,999	8
\$80,000 - \$99,999	9
\$100,000 - \$119,999	10
\$120,000 - \$149,999	11
\$150,000 - \$199,999	12
\$200,000 - \$249,999	13
\$250,000 - \$349,999	14
\$350,000 - \$499,999	15
\$500,000 or more	16
Prefer not to say	97

Variable name: faminc5

Full text: Thinking back over the last year, what was your family's annual income?

Response	Value
Less Than \$30,000	1
\$30,000 - \$59,999	2
\$60,000 - \$99,999	3
\$100,000 - \$149,999	4
\$150,000+	5
Prefer not to say	6

Variable name: employ

Full text: Which of the following best describes your current employment status?

Response	Value
Full-time	1
Part-time	2
Temporarily laid off	3
Unemployed	4
Retired	5
Permanently disabled	6
Homemaker	7
Student	8

Response	Value
Other	9

Variable name: job
Full text:

Summary
Variable is an open response or text variable

Variable name: religpew
Full text: What is your present religion, if any?

Response	Value
Protestant	1
Roman Catholic	2
Mormon	3
Eastern or Greek Orthodox	4
Jewish	5
Muslim	6
Buddhist	7
Hindu	8
Atheist	9
Agnostic	10
Nothing in particular	11
Something else	12

Variable name: religpew_t
Full text: What is your present religion, if any?

Summary
Variable is an open response or text variable

Variable name: pew_bornagain
Full text: Would you describe yourself as a “born-again” or evangelical Christian, or not?

Response	Value
Yes	1
No	2

Variable name: pew_churatd
Full text: Aside from weddings and funerals, how often do you attend religious services?

Response	Value
More than once a week	1

Response	Value
Once a week	2
Once or twice a month	3
A few times a year	4
Seldom	5
Never	6
Don't know	7

Variable name: date

Full text: Date that the respondent took the survey.

Summary
Variable is an open response or text variable

Variable name: consent

Full text: Do you consent?

Response	Value
Yes	1
No	2

Variable name: covpol_split

Full text: Covid or Political Headlines Split Assignment (only shown in testing):

Response	Value
Assigned to see political headlines	1
Assigned to see coronavirus headlines	2

Variable name: weight

Full text: YouGov Blue Weight

Summary	Value
Min.	0.13
1st Qu.	0.78
Median	0.94
Mean	1
3rd Qu.	1.12
Max.	3.59
SD	0.43